

FINANCIAL REPORT OF THE CLARION PUBLISHING ASS'N  
SUBMITTED TO THE EIGHTH NATIONAL CONVENTION  
COMMUNIST PARTY OF CANADA

O. C. DOOLAN  
Business Manager

Toronto, Ont.  
October 8, 1937

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The following concrete figures are given from which we should be able to draw the necessary conclusions that will enable us to better our work in extending and building up the Daily Clarion and the Clarion Weekly.

Average daily PAID circulation May 1st, 1936 to April 31, 1937	6225
Average daily PAID circulation May 1st, 1937 to August 31, 1937	6902
Average daily PAID circulation since the inception of the DAILY CLARION May 1st, 1936 to August 31st, 1937	6395
Average daily PAID circulation month of August 1937	8431

Note: The figure for August, 8431, was obtained by taking the total income from sales of papers received during August and dividing this figure by the number of issues during this month and this latter figure was divided by the price of each paper. However, the figure obtained of 8431 is not a correct figure for the month because some money was obtained during this month on back debt. The correct figures from which we should draw conclusions is the average daily paid circulation since the inception of the paper, namely: 6395, and the average daily paid circulation for the past four months of May, June, July, and August 1937, namely: 6902.

Total expenses May 1st, 1936 to April 30, 1937	\$76,851.74
Total income from sales of papers and advtg. from May 1st, 1936 to April 30, 1937	\$32,095.39
Total income same period from Drives	<u>38,153.64</u>
Total income for this period	<u>70,249.03</u>
Deficit for 1st year of publication	6,602.71

This figure of \$6,602.71 is the amount we were in debt on April 30, 1937.

However leaving aside the money we obtain from sustaining fund Drives gives us the following picture of operations:

Total expensos May 1, 1936 to April 30, 1937	\$76,851.74
Total normal income (paper sales and advtgc.)	32,095.39
May 1st, 1936 to April 30th, 1937	
Deficit for first twelve (12) months	44,756.35
May 1st, 1936 to April 30th, 1937	

Now these figures worked out on a weekly scale gives us:

Average weekly expensos May 1, 1936 to April 30, 1937	1,477.91
Average weekly income (paper sales and advtgc.)	617.20
May 1, 1936 to April 30, 1937	
Average weekly deficit leaving money from drives aside from May 1936 to April 30, 1937	860.71

For the past four months of May, June, July and August we have the following:

Total income from sales of papers and advtgc.	
May 1, 1937 to August 31, 1937	13,812.20

Income from donations May 1, 1937 to	
August 31, 1937	8,632.36
Total	22,444.96

Total Exponsos May 1, 1937 to August 1, 1937	28,383.45
Total deficit this period	\$ 5,938.49

Clarion in debt \$12,541.20

Total deficit May 1, 1936 to April 30, 1937	6,602.71
Total deficit May 1, 1937 to August 31, 1937	5,938.49
Total deficit since publication	\$12,541.20

Which means that since we began publication of the Daily Clarion and Clarion Weekly up to August 31, 1937 over and above all money we received from the sales of papers and advertising and donations in Drives, WE ARE STILL IN DEBT \$12,541.20. This money has been borrowed and must be repaid. We see here that in spite of the stiff quotas we have had in financial drives the Clarion has had to spend \$12,541.20 more than it has received.

And here we see the stark truth of the statement that WE CAN'T GO ON PILING UP SUCH A DEFICIT. We have borrowed this money and after all the money we have raised we still owe \$12,541.20 WHICH WE CANNOT PAY from the present income from sales of papers, advertising and donations. BUT THE MONEY MUST BE PAID. So we are face to face with two alternatives (we cannot consider for a moment the third alternative of losing our Daily), of increasing the amount of money raised in drives (which would mean raising all quotas set for October by 75 per cent), or of increasing our circulation and income from advertising.

Looking again at the position for the four months of May, June, July and August but leaving aside the money raised in donations we have the following:

Total expenses for this period	\$28,383.45
Total normal income (paper sales and advtg.)	13,812.60
May 1, 1937 to August 31, 1937	
Total deficit	14,570.85

On a weekly basis for these four months:

Average weekly expenses same period	1,669.61
Average weekly income May 1, 1937 to August 31, 1937	812.50
Average weekly deficit	857.11

At the present time we are losing \$857.11 each week and any monies we raise in the Drive will be eaten into at this rate. However, as we showed above, we are in debt \$12,541.20 (as at August 31, 1937. It will be at least \$3000 more when the delegates read this report). So that supposing we are able to raise \$20,000 in October we will end the drive on the last day of October with about \$1000 which will be eaten up in the first week in November and then the paper will be completely without funds.

The above figures show that whereas the average weekly expenses for the first twelve months of publication from May 1, 1936 to April 31, 1937 was \$1477.91 the average expenses for the past four months of May, June, July and August, 1937 were \$1669.61 per week which means an increase in expenses of \$191.70 per week.

However, beginning with May 1, 1937 we began publication of a six page daily paper and in July we began publishing two editions which increased the expenses by approximately:

Printing	\$165.
Express	30.
Postage	12.
Wages	30.
Supplies	35.
Telephone	4.
	<u>\$276.</u>

This means that we have reduced controllable expenses during this period by this \$85. Expenses have been further reduced this past three months by a large reduction in telegrams, engravings, long distance telephone calls, staff, books and magazines, book binding which will only show itself in the next period when another average expense sheet is drawn up.

During the past four months of May, June, July and August, 1937 we have increased our average weekly income by \$196.30 as compared with the average for the first twelve months of publication.

Average income first 12 months	\$617.20
Average income past 4 months	<u>812.50</u>
Increase per week	195.30

However, our expenses have increased by \$191.70 per week (as explained above) which means we have cut our weekly deficit by only \$3.60.

Average weekly deficit first 12 months	860.71
Average weekly deficit past 4 months	<u>857.11</u>
Decrease in deficit per week	3.60

Increase in income during May, June, July, August 1937 as compared with previous 12 months	\$195.30
Increase in expenses same period	<u>191.70</u>
	3.60

It must be kept in mind that the increase in expenses is due to the increased services rendered (six page daily and two editions) and that the increased income shown was obtained during the four summer months which past experience shows are the toughest for our paper.

Our approximate expenses per week (itemized) at the present time are:

Printing	\$715.00
Wages	393.00
Rent	25.00
Telegrams	15.00
Telephone	20.00
Engravings	25.00
Postage	60.00
Express	25.00
Mat Services	12.00
Press Services	3.50
Car and Truck Expense	50.00
Mailers wages	49.00
City Expense (Toronto)	25.00
Office postage, supplies, bank charges	30.00
Editorial Expense	30.00
Western Office	25.00
Correspondence & agents subsidies	22.00
Office printing	25.00
Payments on typewriters	10.00
Hydro	5.00
Mailing supplies	5.00
Circulation expenses	15.00
Building repairs	3.00
Advtg. printing & solicitation	65.00
Miscellaneous	20.00
	<u>\$1,672.50</u>

CLARION WEEKLY

Average net PAID circulation	8949
May 1, 1936 to April 30, 1937	
Average net PAID circulation	10911
May 1, 1937 to August 31, 1937	
Average net PAID circulation since	9440
inception of paper May 1st, 1936	

We have managed to cut down the debt to the paper somewhat this past six months. But what is even more important, we are now in a position in all districts except Southern Ontario, where we get paid for the current bundle regularly. This result is largely the work of Annie Buller who has re-organized the whole apparatus handling the paper in the west. The situation in regard to debts is as follows:

As at September 1st, 1937 CLARION WEEKLY debt which has been piled up since May 1st.

1936

British Columbia	\$1,058.16
Alberta	605.10
Saskatchewan	573.45
Manitoba	137.69
Western Ontario	58.59
Central Ontario	3.66
Northern Ontario	19.23
Quebec	4.90
Maritimes	<u>103.56</u>
	<u>\$2,564.34</u>

As at September 1st, 1937 DAILY CLARION debt which includes balances owing for THE WORKER when the Daily began publication May 1st.

1936

British Columbia	429.59
Alberta	829.33
Saskatchewan	111.96
Manitoba	155.52
Western Ontario	202.43
Central Ontario	1,103.72
Northern Ontario	657.61
Southern Ontario	3,324.06
Quebec	1,589.42
Maritimes	<u>10.76</u>
TOTAL	<u>\$8,414.40</u>

ADVERTISING DEPARTMENT

The following figures give a picture of our efforts to build an advertising revenue and indicates what we can reasonably expect in future. The figures under "Receipts" show the actual money we have received from advertising from May 1, 1936 until August 31, 1937. The figures under expenses show what we have spent through the advertising department during the same period and the net income figures show what has been a clear gain to the paper during this period.

<u>Month</u>		<u>Receipts</u>	<u>Expenses</u>	<u>Net Income</u>
May	1936	\$ 15.00	----	15.00
June	"	45.09	9.00	36.09
July	"	55.14	56.00	<u>Deficit</u> .86
August	"	248.69	82.75	165.94
September	"	260.23	94.15	166.08
October	"	108.91	87.25	21.26
November	"	157.24	108.30	48.94
December	"	522.62	195.85	326.77
January	1937	319.08	159.40	159.68
February	"	102.89	119.01	<u>Deficit</u> 16.12
March)	"			
April)	"	1,640.31	928.63	711.68
May	"	618.51	531.95	86.56
June		876.41	239.02	637.39
July		838.58	407.44	431.14
August		468.92	307.84	161.08
		<u>\$6,277.62</u>	<u>\$3,326.59</u>	<u>\$2,951.03</u>

Note: The expenses of \$928.63 shown for March and April are for a period of about two months and a half and include the additional expense of setting up the department in its own and separate office. This office has now been given up.

During this period we have outstanding accounts amounting to \$2500. of which \$1000. to \$1500. should be collected. One of the most important things facing the business management and the advertising department is to build an efficient collection system. Over the period under review, that is, from May 1, 1936 until August 31, 1937, it has cost us 53 per cent of our advertising income to maintain the department. If we had had an efficient collection system this percentage would have been much lower.

However, even the present figure of a 47 percent profit is considered by some of our comrades who have had extensive advertising experience to be an excellent figure when the total volume of sales is considered. I am of the opinion that it is far too high. The advertising department has been and still is something new to our paper and we have spent money, in an attempt to help sales, which brought us no results. Experience has cost us money in this field and I am convinced that when the next review is made that our net income will be a much greater percentage of our gross income.

In my opinion the advertising department has done good work. A great deal of credit must go to M. Ortenberg who started at scratch and proved that advertising can be obtained for our paper. Phil Smith has carried on and I believe, will in the next period of time get enough advertising revenue to really be a large factor in financing the paper.

Our advertising department has had to buck-up against stiff opposition. A year ago we had no contact whatever with advertising agencies and it is through the agencies that all worth while advertising is obtained. We now have established contact with the major agencies and have received a few advertisements from them! Objection of the agencies to advertising in our paper in the order of their importance are:

(1) No Audit Bureau Of Circulation report.

(2) Circulation too small to be effective.

(3) The paper is a "class" publication. The word "class" is not used here in the sense of the "working class". This objection means that our paper is considered, along with religious publications, organ of the Orange and other orders, etc. as one which only a very limited strata of the population would read and therefore one without what they call "advertising appeal."

(4) Readers not the kind which respond to advertisements.

(5) It is a Communist newspaper.

These are the major objections and then there are of course a couple of hundred in addition such as: "appropriations do not cover advertising in the Clarion" etc.

To demonstrate the power of these agencies: we convinced one company that its best medium of reaching the workingman with his product was through the Clarion but owing to the vehement protest of his agency we failed to get the Advertisement.

It will not be easy to break down the resistance to advertising in the Clarion but we are doing it slowly but surely. One of the things our party can do to help this process is to rapidly increase the circulation and give effective support to the Clarion's advertisers. We have discovered that what business firms appreciate most in an advertising medium is its growth. A rapidly growing newspaper can secure plenty of advertising. Ours is not growing rapidly enough to constitute a real argument in its favor. Perhaps most important of all is the response of our readers to advertisements. Advertisements in our paper are a new thing which explains why its loyal supporters have not yet realized the tremendous importance of responding to advertisements.

Advertising has to be built up like a house, brick by brick. And in order to keep going up we must be able to prove that our readers are responsive. This is not to say that we should try and organize every member and supporter to rush down to an advertiser and spend some of

their money on his products whether they can afford to or not. But at the same time, if we are to get any place and make the advertising department cut down on the sweat we lose organizing financial drives it is necessary that we, consciously, do some work in bringing to the attention of our members and our sympathizers the help that they can be in keeping advertisers. In my opinion this is the key question as to whether our advertising department will be able to fulfill our hopes in bringing revenue to the Clarion.

Our circulation, as the figures show, has not increased to the figure we had planned for the Eighth National Convention. Outside of Toronto we did not get an organized drive for circulation underway in the area of the Daily Clarion. Our main weakness still lies in the fact that we have been unable to secure, everywhere, capable, efficient people to handle the paper. Whenever we are able to secure the services of a capable comrade for a short period we immediately begin to show an increase in circulation in that area. The question of obtaining the right people permanently is a question of their upkeep and lack of finances has prevented us from establishing subsidies to agents except in certain key cities. Often we secure capable agents who are willing to live on next to nothing while attempting to build the circulation to a figure where the commissions would give them at least a living but lack of co-operation from section committees and branches has disheartened them and they have left. It is true that our section committees are not demonstrating in deeds that they understand the importance of the Clarion and that a much larger circulation could be obtained.

It is still not possible for the Clarion to pay people to get us circulation, and, the few attempts we made along this line, shows that just anybody at all cannot register success in getting readers. The people who have proven to be best circulation getters are always members of the Party. We have many examples along this line which will be given in other reports.

At the same time our circulation is increasing. The issuing of the two editions is largely responsible for the increase to date (this is the opinion of agents and sellers as additional local news is what sells the paper more than anything else). At the same time we need more organization in our editorial department so that we will always get the national edition off in time to catch all night trains. This we have not been able to do consistently and the result has played havoc with our apparatus in cities outside of Toronto.

This summer we inaugurated a contest somewhat similar to what other papers occasionally run. The purpose of the Who's Who Contest was to (1) Prevent a fluctuation downward which we experienced last summer. (2) Get those three thousand people who take the paper on Saturday to take it daily. (3) Get new readers.

It is not possible to say definitely just how successful the Contest was but I am of the opinion that it didn't "go over" so well. This year we did not have a fluctuation downward. Instead we increased the daily sales. Also we know that we induced several hundred who formerly took the paper less than daily to take it daily as a result of the contest and also we had reports of new readers being obtained. However, during this same period we had a drive for readers and the inauguration of the two editions so it would, at best, only be fair to state that the Contest helped the circulation. Certainly it was no howling success judging from the entries received to date which is less than one hundred.

In spite of this I think that the idea of running various kinds of contests, perhaps twice a year, one in summer and one in winter, is a good one because it is one added feature that lends interest to the paper. Also I think our own comrades should be induced to take part in such contests. So many of our comrades feel that such ideas are just for non-readers or non-party members. Whereas in reality the paper is not entering deeply enough into the lives of the people and one explanation of this is that our many thousands of comrades in the party do not take a sufficient personal interest in the paper. Our paper needs a more "homely" character and this will be obtained by: letters to the editor, much more interest in the woman's and children's pages, participation in contests, etc.

The "Book Offer" for the Clarion Weekly was almost a complete flop. We secured less than 100 new subscribers as a result of it. And yet the offer was a good one from the financial point of view. I had no criticism of the offer from our comrades in Western Canada but obviously there was something wrong with it or we would have been more successful than we were.

During October we are making another "Book Offer". This latter one is somewhat different than the first one in that a book, "I Visit the Soviets" by Margaret Gould is given free with every year's subscription. The results of this second offer should tell us definitely the value of offering books as premiums for readers.

The financial position of the paper at the beginning of the October Drive is not a good one. We will be in debt over \$15,000 and allowing for the deficit which we will experience during the weeks of the campaign we will wind up the Drive and still be broke.

This situation absolutely must be altered this winter or we cannot continue. Expenses must be reduced and income from sales of papers and advertising increased. It is obvious that we simply cannot continue bearing a deficit of \$857 per week.

In order to effect further economies in the administration we will need to raise the efficiency of our organization. We have cut engravings, telegrams, etc. and staff to the point where it is a question whether or not the paper is not suffering. However by bettering the organization of our work we can, unquestionably, put out a better

paper than previously and at a less cost.

During this past three months we have consolidated the advertising department into the main office, and next month we will give up the premises on Church Street which we have had to keep as a result of a long term lease contracted for in the days of illegality when we had great difficulty getting any place at all. I don't think our staff can be cut any further. Indeed perhaps if another capable political person was added it would result in further economies as a result of a better organization of the work.

Every expenditure is being watched carefully and wherever money can be saved it will be saved. Even if we are successful in reducing further the cost of the paper we cannot reduce it enough to cut out the tremendous deficit we are now suffering. This can only be done by increasing advertising and paper sales revenue.

Advertising for September will total close to \$1200 gross, with, I expect close to \$1000 net for the paper. It will be the best month so far. At this moment (September 19) I cannot say whether we will be able to keep this up during the winter but if we can sign half a dozen advertisers that are now considering advertising in the Clarion we will be able to keep up this figure.

That will be a great help to the paper but will still not solve our difficulties. We must increase our circulation to at least 20,000. That is, we must obtain another 13,000 readers. And if we are not to fold up in the spring we must gain at least half this number this winter. There is no other solution to the desperate financial problem of the paper and we must solve this problem if we are to continue daily publication.

I recommend that the Convention appoint a commission representative of all parts of Canada and trade unions, unemployed and women to go thoroughly into the financial and circulation position of both papers.

#### CLARION WEEKLY CIRCULATION

The figures given below do not represent our paid circulation nor the average number of papers sent out. All special issues and extra orders have been left out. These figures are the lowest number of papers sent out on most days of the month and therefore the approximate number of people who read the CLARION WEEKLY regularly without missing any issues. Figures marked (#) do not include subs.

#### BUNDLES ONLY

Month	B.C.	Alta.	Sask.	Man.	W.Ont.	C.Ont.	N.Ont.-P.Q.	Mar.
May 1936	2025	1291	513	441	228		6	176
June "	2173	1369	618	1073	88	5	6	320
July "	2047	1607	603	979	158	5	6	405
Aug. "	2067	1287	630	939	138	10	5	470

Month	B.C.	Alta.	Sask.	Man.	W.Ont.	C.Ont.	N.Ont.	P.Q.	Mar.
Sept. 1936	2214	995	811	841	238	10	5	56	655
Oct. "	2246	1097	704	889	258	20	5	128	745
Nov. "	1980	1179	922	990	243	20	5	128	650
Dec. "	1939	1227	890	954	232	10	100	12	606

Jan. 1937	1973	1256	913	957	222	10		12	611
Feb. "	2275	1276	861	973	267	10	20	12	700
Mar. "	2273	1378	929	939	199	1	20	12	665
Apr. "	2003	1434	894	951	174	1		12	695
May "	1983	1386	1121	1085	177	1	5	32	735
June "	1788	1470	1278	1085	177	1	25	12	710
July "	1653	1517	1295	1066	117	1	30	6	690
Aug. "	1645	1560	1216	1042	117	4	30	3	690
Sept. "	2008	1495	1099	1048	92	4	5	18	690

SUBS ONLY

Oct. 1936	348	555	713	182	70	21	2	3	32
Nov. "	348	555	713	182	72	19	2	3	32

Jan. 1937	274	506	626	160	60	23	2	1	30
Feb. "	320	536	701	172	67	25	2	2	33
Mar. "	324	537	663	159	64	22	1	2	28
Apr. "	340	553	604	165	45	18	1	2	30
May "	350	546	628	183	47	21	3	2	31
June "	360	563	656	195	44	19	3	3	43
July "	337	488	617	294	45	19	5	3	45
Aug. "	361	516	659	394	45	16	5	3	50
Sept. "	400	482	704	394	52	11	5	3	53

SUBS & BUNDLES

May 1936	2025#	1291#	513#	441#	228#			6#	176#
June "	2173#	1369#	618#	1073#	88#			6#	320#
July "	2047#	1607#	603#	979#	158#			5#	405#
Aug. "	2057#	1287#	630#	939#	138#	10#	5#	6#	470#
Sept. "	2214#	995#	811#	841#	238#	10#	5#	56#	655#
Oct. "	2594	1652	1417	1071	328	41	7	131	747
Nov. "	2328	1734	1635	1172	313	41	7	131	682
Dec. "	1939#	1227#	890#	954#	232#	10#		12#	606#
Jan 1937	2247	1762	1539	1117	282	33	2	13	641
Feb. "	2595	1812	1562	1145	334	35	22	14	733
Mar. "	2597	1915	1592	1098	263	23	21	14	693
Apr. "	2343	1987	1498	1116	239	19	1	14	725
May "	2333	1932	1749	1268	224	22	8	34	766
June "	2148	2033	1934	1280	221	20	28	15	753
July "	1990	2005	1912	1360	162	20	35	9	735
Aug. "	1906	2076	1875	1436	162	20	35	6	740
Sept	2408	1977	1803	1442	144	15	10	21	743

CLARION WEEKLY TOTALS FOR CANADA  
Not including extra orders

May	1936	4167#		Jan.	1937	7836
June	"	5652#		Feb.	"	8251
July	"	5810#		Mar.	"	8216
Aug.	"	5552#		April	"	7922
Sept.	"	5825#		May	"	8336
Oct.	"	8108		June	"	8422
Nov.	"	8043		July	"	8228
Dec.	"	5970#		Aug.	"	8356
			September 1937		8563	

DAILY CLARION CIRCULATION

The figures given below do not represent the average paid circulation nor the average number of papers sent out. All special issues have been left out as well as the extra papers that go to all points on Saturday and the extra papers that go to many places on other days in the week. The above figures represent the number of papers that were sent out on most days of each month. For instance: Quebec is shown in September as receiving 725 papers. Montreal receives 725 papers on all days of the week (as at last week in Sept.) except Saturday when they get 1100 papers. The average would be higher than 725. But what we have tried to get at with these figures is the approximate number of people who get the paper regularly without missing any issues.

Bundles Only

Month		B.C.	Alta.	Sask.	Man.	W.Ont.	C.Ont.	N.Ont.	P.Q.	S.Ont.
May	1936	105	72	56	635	350	115	224	1000	3430
June	"	69	75	49	433	206	130	254	700	3617
July	"	64	70	37	333	156	130	253	800	3710
Aug.	"	69	70	35	333	153	120	253	700	3640
Sept	"	74	59	47	278	173	160	252	750	4114
Oct.	"	39	61	44	312	158	145	253	750	4245
Nov.	"	39	55	34	220	133	128	252	600	4440
Dec.	"	39	55	32	220	128	135	267	600	4291
Jan.	1937	44	61	32	215	160	115	257	600	4190
Feb.	"	44	76	32	210	175	100	222	600	4296
Mar.	"	44	76	49	210	195	115	170	600	4331
Apr.	"	44	61	46	210	195	90	180	600	4316
May	"	24	60	59	210	205	95	190	625	4896
June	"	24	51	54	210	175	85	192	575	4982
July	"	24	51	26	160	125	75	162	575	4853
Aug	"	14	53	26	155	125	130	157	675	5077
Sept.	"	5	53	14	155	170	122	172	725	5075

CONTRAST OF BUNDLE ORDERS GOING INTO VARIOUS  
TOWNS IN BRITISH COLUMBIA

	<u>May 1936</u>	<u>May 1937</u>	<u>Sept. 1937</u>
Aldergrove	-	4	5
Armstrong	-	-	5
Bradner	-	4	4
Cranbrook	10	10	10
Canyon	-	5	5
Capilano	10	10	7
Cumberland	110	160	175
Courtenay	-	-	50
Cedar	-	-	3
Dundarene	20	-	-
Fernie	40	50	80
Extension	11	18	18
Enderby	-	5	6
Hope	5	5	3
Kelowna	25	15	20
Kamloops	25	30	5
Ladysmith	10	-	30
Laidlaw	6	-	-
Langley Prairie	-	-	5
Lynn Creek	10	12	17
Lake Cowichan	-	-	25
Mission	10	15	15
Millardville	10	-	-
Northfield	15	-	15
Nakusp	10	-	-
Nelson	15	-	15
Notch Hill	5	5	5
New Westminster	95	197	48
Nanaimo	46	65	105
Okanagan Mission	-	11	11
Prince George	150	60	40
Prince Rupert	50	125	125
Port Hammond	20	-	-
Port Alberni	10	25	25
Port Mann	-	5	14
Coquitlam	-	2	2
Powell River	-	5	2

BRITISH COLUMBIA BUNDLE ORDERS

	<u>May 1936</u>	<u>May 1937</u>	<u>Sept. 1937</u>
Rounds	-	15	25
Shelley	-	10	8
Salmon Arm	-	-	3
Stewart	6	6	6
South Slocan	-	3	3
Smithers	50	-	-

BRITISH COLUMBIA BUNDLE ORDERS

	<u>May 1936</u>	<u>May 1937</u>	<u>Sept. 1937</u>
S. Wellington	-	-	20
Quesnel	200	20	20
Vernon	-	20	20
Vancouver	900	866	835
Victoria	110	135	125
Westview	-	-	-
North Vancouver	36	45	38
West Vancouver	5	20	20
 TOTALS	 2025	 1983	 2008

CONTRAST OF BUNDLE ORDERS GOING INTO VARIOUS  
TOWNS IN ALBERTA

	<u>May 1936</u>	<u>May 1937</u>	<u>Sept. 1937</u>
Benalto	-	-	5
Beverley	8	10	4
Blairmore	130	35	60
Bellevue	75	100	100
Calgary	250	250	275
Coleman	50	15	15
Cadomin	-	100	100
Delburne	-	12	12
Edson	-	5	5
Edmonton	505	450	450
Frank	-	10	5
Forest Lawn	15	15	-
Hairy Hill	5	-	-
High Prairie	-	5	5
Hartell	-	3	-
Iron Springs	-	10	10
Lethbridge	50	40	50
Lac La Biche	10	-	-
East Coules	-	5	8
Black Diamond	-	2	-
Berwyn	-	-	40
Canmore	10	22	49
Kawin	-	6	-
Mtn. Park	-	10	-
Medicine Hat	40	35	35
Millicent	10	3	1
Natal	25	25	25
Newcastle	30	70	80
North Star	-	-	10
Plain Lake	10	-	-
Prestville	-	2	3
Pincher Creek	-	16	5

	<u>May 1936</u>	<u>May 1937</u>	<u>Sept. 1937</u>
Nanton	-	-	5
Turin	-	-	5
Rabbit Lake	-	5	-
Radway	-	5	-
Red Deer	3	-	-
Rocky Mountain House	-	5	10
Springburn	-	6	1
Sylvan Lake	-	6	12
Taber	15	15	10
Thorhild	5	5	-
Todd Creek	-	5	5
Turner Valley	-	3	-
Smoky Lake	-	5	-
Vermillion	10	20	30
Wayne	15	30	15
Willingdon	10	10	10
Winfield	-	10	30
TOTALS	1291	1386	1495

CONTRAST OF CIRCULATION IN SASKATCHEWAN TOWNS

	<u>May 1936</u>	<u>May 1937</u>	<u>Sept. 1937</u>
Belbutte	-	6	6
Broadview	-	-	3
Biggar	28	30	25
Bienfait	5	-	12
Carragna	-	-	5
Canora	5	-	-
Colonsay	5	5	-
Cedoux	3	3	-
Assiniboia	-	-	3
Chelan	-	12	6
Crane Valley	-	10	-
Elfros	-	5	5
Estevan	-	-	30
Freemont	-	-	12
Fir Mountain	-	5	2
Glen Ewen	-	-	5
Glentworth	-	2	-
Hyas	10	-	-
Kelvington	5	-	-
Kuroki	8	8	6
Kamsack	25	10	-
Kyle	-	5	5
Bank End	-	5	5
Moose Jaw	30	75	100
Melville	-	75	80
Melfort	10	12	12
Mankota	-	5	-

	May 1936	May 1937	Sept. 1937
Prince Albert	8	15	2
Preecoville	5	5	8
Prud-homme	12	-	-
Montmartre	-	5	5
Pelley	-	3	-
Punnichy	-	6	-
Prelate	-	-	6
Outlook	-	12	8
Regina	125	350	350
Robart	-	-	-
Saskatoon	150	325	300
Swift Current	20	40	60
St. Walburg	4	4	-
Rabbit Lake	-	-	5
Rosetown	-	10	-
Taylorton	-	-	5
Weyburn	20	25	-
Wynyard	5	-	-
Vandura	-	-	5
Yorkton	30	10	-
Lac Vert	-	5	2
Sanctuary	-	5	-
Sturgis	-	2	-
Shaunavon	-	10	-
Vanguard	-	6	-
TOTALS	513	1121	1099

MANITOBA BUNDLE CIRCULATION BY TOWNS

	Clarion Weekly		Sept. '37	Daily Clarion		
	May '36	May '37		May '36	May '36	Sept. '37
Brandon	15	60	55	5	-	-
Broad Valley	-	5	10			
Eriksdale	3	3	-			
Flin Flon	15	-	-	10		
Gypsumville	-	16	10			
Herb Lake	25	-	-			
Mears	-	5	5			
Mulvihill	-	5	5			
Kenville	-	10	-			
Portage La Prairie	7	12	20			
Rennie	18	10	-			
Rorketon	-	4	4			
Springwell	5	-	-			
St. James	10	4	4			
St. Martin	-	10	6			
Sturgeon Creek	-	5	5			
Transcona	15	25	20			
Russell	-	4	4			
The Pas	25	15	25	20	10	5
Teulon	5	5	-			

	<u>Clarion Weekly</u>			<u>Daily Clarion</u>		
	May '36	May '37	Sept. '37	May '36	May '37	Sept. '37
Varsity View	3	5	5			
Virdun	-	20	30			
Winnipeg	300	850	850	600	200	150
Senore	-	3	3			
Fisher Branch	-	-	5			
Rivers	-	-	6			
<b>TOTALS</b>	<b>441</b>	<b>1085</b>	<b>1048</b>	<b>635</b>	<b>210</b>	<b>155</b>

	<u>WESTERN ONTARIO CIRCULATION BY TOWNS</u>					
	<u>Clarion Weekly</u>			<u>Daily Clarion</u>		
	May '36	May '37	Sept. '37	May '36	May '37	Sept. '37
Beardmore	-	10	10	-	-	-
Port Arthur	200	50	40	200	160	130
Finland	-	5	-	3	-	-
Worthington	-	10	-	-	-	-
Kenora	3	2	2	7	5	5
Hurkett	-	5	5	5	5	5
Fort. Francis	-	45	20	20	-	-
Geraldton	-	-	15	25	30	35
Fort William	25	50	-	60	-	-
Nipigon	-	-	-	15	5	5
Sioux Lookout	-	-	-	15	-	-
<b>TOTALS</b>	<b>228</b>	<b>177</b>	<b>92</b>	<b>350</b>	<b>205</b>	<b>180</b>

CENTRAL ONTARIO CIRCULATION BY TOWNS

Daily Clarion

	<u>May 1936</u>	<u>May 1937</u>	<u>Sept. 1937</u>
Burwash	-	2	2
Espanola	10	-	-
Blind River	-	-	20
Sudbury	90	50	65
Sault Ste Marie	15	30	30
North Bay	-	10	5
Wanup	-	3	-
<b>TOTALS</b>	<b>115</b>	<b>95</b>	<b>122</b>

NORTHERN ONTARIO BUNDLE CIRCULATION BY TOWNS

Daily Clarion

	<u>May 1936</u>	<u>May 1937</u>	<u>Sept. 1937</u>
Ansonville	5	5	5
Kirkland Lake	40	65	65
Rouyn (Quebec)	20	15	-
Matachewan	-	10	-
South Porcupine	40	15	15
Schumacher	6	12	12
Tarzwell	3	-	-
Timmins	100	65	65
Val Dor	10	-	-
 TOTALS	 224	 187	 162

MONTRÉAL BUNDLE CIRCULATION

	<u>May 1936</u>	<u>May 1937</u>	<u>Sept. 1937</u>
Montreal	1000	575	725

MARITIME BUNDLE CIRCULATION BY TOWNS

Clarion Weekly

	<u>May 1936</u>	<u>May 1937</u>	<u>Sept. 1937</u>
Dominion No. 6	-	30	30
Dominion No. 1	-	20	20
Glace Bay	41	250	230
Halifax	20	115	85
New Aberdeen	25	90	100
New Waterford	-	20	10
North Sydney	-	25	-
Sydney	35	70	90
Sydney Mines	15	30	30
Stellarton	40	-	-
Trenton	-	40	30
Paschendale	-	45	60
 TOTALS	 176	 735	 685

SOUTHERN ONTARIO BUNDLE CIRCULATION BY TOWNS

	<u>May 1936</u>	<u>May 1937</u>	<u>Sept. 1937</u>
Brantford	20	10	10
Brampton	10	-	-
Cobourg	5	5	5
Chatham	15	13	10
Delhi	-	3	3
Guelph	18	24	35
Galt	25	-	10
Hamilton	350	425	450
Humberstone	12	30	-
Hanover	3	25	-
Ingersoll	5	5	5
Kitchener	55	125	112
Kingston	10	-	-
Leamington	20	10	10
London	100	85	115
Niagara Falls	100	125	120
Ottawa	30	10	15
Oshawa	50	225	150
Preston	10	-	9
Pembroke	15	-	-
St. Catharines	85	105	95
Stratford	20	25	19
St. Thomas	30	25	30
Thorold	12	20	-
Thorold South	5	2	2
Welland	35	50	40
Windsor	60	180	180
Wallaceburg	3	-	-
Woodstock	15	-	-
Toronto	2300	3300	3400
Peterboro	-	-	40
Cornwall	-	25	20
Waterloo	-	-	8
Port Colbourne	-	15	-
Point Edward	-	-	5
Lansing	-	2	2
Fort Erie	-	12	15
Westboro	-	-	2
Victoria	-	-	5
Terra Lotta	-	-	5
Orillia	-	-	5
Dundas	-	-	1
 TOTALS	 3430	 4896	 5075

CLARION PUBLISHING ASSOCIATION  
First Year of Publication  
May 1, 1936 to April 30, 1937

RECEIPTS

Daily Clarion	\$57,701.15
Clarion Weekly	12,532.55
Old Loans Returned	830.00
Loans Collected	3,770.53
Loans	13,765.00
Sundry Receipts	26.78
TOTAL RECEIPTS	<u>\$88,626.01</u>

PAYMENTS

Daily Clarion	\$64,796.19
Clarion Weekly	12,013.80
Loans Advanced	5,821.05
Loans Repaid	10,015.00
Interest on Loans	41.75
Cuts for others	16.67
	<u>\$92,704.46</u>

SUMMARY

Payments as above		\$92,704.46
Receipts as above	88,626.01	
Balance as at April 30, 1936	<u>1,262.80</u>	<u>89,888.81</u>
Deficit as at April 30, 1937		2,815.65

Balance made up of:

Deposit-Hydro	15.00
Petty Cash	10.00
Cash on Hand	4.55
Rtn. cheque on hand	6.00
	<u>35.55</u>
Bank deficit per ledger	2,851.20
	<u>2,815.65</u>

DAILY CLARION

May 1, 1936 to April 30, 1937

ITEMIZED RECEIPTS

		Monthly Avge. for Year 36-37
Subscriptions - new	1,340.60	112.47
renewals	<u>1,897.07</u>	158.09
Bundles	15,991.39	1,326.61
Sales	248.77	20.73
Advertising	1,825.02	152.09
Donations	36,263.63	3,021.97
Greetings	105.33	
Sundry Receipts	14.19	
Dishes	60.40	
Calendars	17.75	
	<u>\$57,701.15</u>	

ITEMIZED PAYMENTS

Monthly Avge.  
for yr. 36-37

Printing	\$26,400.00	\$2,200.00
<u>Editorial Expense</u>		
Cuts & Mats	\$1,568.78	130.73
Wages	9,751.56	812.63
Press Service	2,234.00	186.00
Telegrams	942.86	78.57
Expense Daily: Magazines & papers, carfare, customs, racing form, subsidies, Editor's phone, childrens Page, trips for coverage, Art supplies, sports page.	1,068.87	89.07
Daily & Weekly Expense: Train fares to West, Pat Forkin fare, Bookbinding, Sets of Books, Can. Passenger Assoc. Tickets, etc.		
85% Total	<u>529.93</u>	44.16
<u>Distribution Expense:</u>		
Mailers Wages	2,186.85	182.24
Postage & Express	2,720.96	226.74
Wages	2,213.00	184.40
Toronto Circ. Expense: Telephone, City Delivery, Carrier bags, carriers sweaters, circulation crew, carfares, Stat'y. Expense re conferences, etc.	1,157.93	96.49
Mailing Supplies-85% tot.	285.86	23.82
Sundry Expense-85% tot.	<u>15.55</u>	8.580.15
<u>Circulation &amp; Publicity:</u>		
Car Payments, expense	786.92	98.36
Truck payments	526.56	43.88
Truck-gas, oil, repair	967.05	80.59
Radio	34.00	
Publicity-May Day posters, Sound truck, floats-May Day 1936 & 1937, & announcing Publishing of Daily Clarion.	488.87	40.74
Circ. & Admin. Ptg. 85% total	1,192.90	99.41
Advertising Expense	920.02	92.00
Greetings & Dons.-85%	249.05	20.75
Sundry Circ. Exp.-85%-Trips re circulation, booth at International Rally, Xmas Gifts, circulation crew in Southern Ont., Books for Premiums-Reporter in Spain etc.	411.26	41.12

Drive Expense: 85% Total		Monthly Avge.
Oct. 1936	1,268.55	for yr. 36-37
April '37	172.09	
Expense re Drive Posters,		
Prizes for Drive, Subsidies		
to S.Ont., Trophies.	1,224.54	
Clarion Baseball Club	65.00	153.07
Clarion Football Club	<u>79.20</u>	
		6,945.37

Administration Expense:

Wages	2,837.00	236.00
Bldg. Repair, Clean. etc.	876.40	73.03
Bank Exchange & Chgs.	159.62	13.30
Equipment	625.94	52.16
Light	107.16	8.93
Office Postage, Stat'y, etc.	869.47	72.45
Rent	1,534.00	128.00
Phone	596.40	49.70
Sundry Admin. Exponso	272.22	22.68
Auditing	33.00	
Taxes	50.79	
Insurance	8.20	
	7,970.20	
Share Administration Exponso-85% Total	<u>6,774.67</u>	
	\$64,796.19	

CLARION WEEKLY

May 1, 1936 to April 30, 1937

RECEIPTS

Subscriptions - new	3,412.66	284.39
renewals	<u>1,035.13</u>	\$ 4,447.79
Bundles	5,616.96	86.26
Sales	470.25	468.08
Advertising	212.87	39.19
Donations	<u>1,784.68</u>	26.61
	\$12,532.55	223.08

Monthly Avgo.  
for yr. 36-37

PAYMENTS

Printing	5,650.00	471.00
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Editorial Expense:

Cuts & Mats	98.68	
Wages	1,443.00	120.25
Press Service	40.00	
Expense	<u>91.00</u>	
	1,672.68	

<u>Distribution Expense:</u>		<u>For Yrs. 36-37</u>	<u>Monthly Avge.</u>
Mailers Wages	379.29	31.61	
Postage & Express	2,151.33	179.26	
Wages	69.50	13.90	
Mailing Supplies-15% total	50.45	4.20	
Sundry Expense-15% Total	<u>2.75</u>		
		2,653.32	
<u>Circulation &amp; Publicity:</u>			
Western Office	300.00		
Circ. & Admin. Ptge-15% tot.	210.52	17.54	
Greetings & Dons.-15% "	43.95	3.66	
Sundry Circ. Expense-15%"	71.70	7.17	
Campaign Expense-15% Tot.	<u>216.10</u>		27.01
Share Administration Exp. - 15% Total		<u>1,195.53</u>	
		\$12,013.80	

CLARION PUBLISHING ASSOCIATION  
May 1, 1937 to Aug. 31, 1937

<u>RECEIPTS</u>	<u>PAYMENTS</u>	
Daily Clarion	\$17,724.64	Daily Clarion
Clarion Weekly	4,720.32	Clarion Weekly
Loans Collected	299.00	Loans Advanced
Loans	11,695.00	Loans Repaid
	<u>\$34,438.96</u>	Interest on Loans
		<u>\$24,011.10</u>
		4,354.80
		521.50
		4,400.00
		<u>17.55</u>
		<u>\$33,304.95</u>

SUMMARY

Payments as above		33,304.95
Receipts as above	<u>34,438.96</u>	
Less Deficit April 30, 1937	<u>2,815.65</u>	<u>31,623.31</u>
Deficit August 31, 1937		<u>\$ 1,681.64</u>

Deficit made up of:

Deposit-Hydro	30.00
Petty Cash	10.00
Rtn. Cheque on Hand	40.00
Cash on Hand	<u>105.43</u>
	185.43
Bank Deficit per Ledger	<u>1,867.07</u>
Deficit August 31, 1937	\$1,681.64

DAILY CLARION  
May 1, 1937 to Aug. 31, 1937

<u>RECEIPTS</u>		Monthly Avgo. 4 months.
Subscriptions - new	336.16	84.04
renewals	<u>547.25</u>	136.81
Bundles	6,350.77	1,587.69
Sales	12.96	3.24
Advertising	2,148.99	512.25
Donations	8,305.71	2,076.43
Sundry Receipts-Waste Papor	21.55	5.39
Dishes & Glassware	<u>1.25</u>	
	<u>\$17,724.64</u>	

<u>PAYMENTS</u>		
Printing	\$10,477.00	2,769.25

<u>Editorial Expenses:</u>		
Cuts & Mats	795.40	198.85
Wages	3,913.50	978.38
Press Service	130.84	32.71
Wires	390.45	97.61
Exp:Paper, Mags, Carfare, Customs, Supplies, Sub- sidies, Trips	577.39	144.35
Sundry Exp.-85% Total	<u>45.20</u>	11.30
	<u>5,852.78</u>	

<u>Distribution Expenses:</u>		
Mailers Wages	756.83	189.21
Postage & Express	725.82	181.66
Car-pynts.Gas,oil,repairs	427.57	106.89
Truck Payments	175.52	43.88
Truck-gas,oil,repairs,gar.	327.24	81.81
Wages	229.00	57.25
City Wages	845.50	211.88
Publicity-May Day	18.21	4.55
City Exp.Phone,carfare,sty.	214.85	53.71
City Rent	75.00	18.75
Mailing Supplies-85% total	<u>55.73</u>	14.98
	<u>3,851.27</u>	

<u>Circulation Expense:</u>		
Circ.& Admin.Pts.-85%	421.36	105.35
Sundry Advert.Exp.	36.56	
Advertising Wages	204.50	
Office Expense	15.92	
Car Expense	28.85	
Commissions-B.C.	70.10	
Travelling Exp.	5.25	
Layout Supplies	3.22	
Gtgs.&Dons.-85% of total	44.20	11.05
Sundry Circ.-St.Cath.&Brampton	166.41	41.60
Drive Exp.-May '37-85% tot.	618.10	154.53
Baseball Club	160.65	40.15
Football Club	<u>14.75</u>	3.69
	<u>1,789.87</u>	

CLARION WEEKLY  
May 1, 1937 to Aug. 31, 1937

<u>RECEIPTS</u>		<u>Monthly Avge.</u> <u>4 months.</u>
Subscriptions - new 805.21		201.30
renewals 237.87	\$1,043.08	59.47
Bundles	3,320.16	830.04
Sales	13.39	3.25
Advertising	5.54	1.39
Donations	326.65	81.66
Premiums	11.50	2.88
	<u>\$4,720.32</u>	
<u>PAYMENTS</u>		
Printing	\$1,940.00	485.00
<u>Editorial Expense:</u>		
Wages	429.50	107.38
Subsidy-Winnipeg	20.00	5.00
Sundry Exp.-15% of Total	<u>7.98</u>	<u>2.00</u>
	457.48	
<u>Distribution Expense:</u>		
Mailers Wages	131.81	32.95
Postage & Express	671.30	167.83
Mailing Supplies-15% total	<u>9.84</u>	<u>2.46</u>
	812.95	
<u>Circulation Expense:</u>		
Wages-Commissions	224.09	56.02
Western Office	369.00	92.25
Circ. & Admin.Ptg.-15%	74.36	18.59
Greetings & Dons.-15%	7.80	1.95
Campaign 15%-May 1937	<u>109.08</u>	<u>27.27</u>
Share Administration Expense-15%	<u>360.04</u>	
	<u>\$4,354.80</u>	
<u>Administration Expense:</u>		
Wages	816.75	204.19
Bldg. Repairs, Clean. etc.	207.36	51.84
Bank Exchange & Charges	56.23	14.06
Equipment	96.25	23.81
Light	44.88	11.22
Office Postage, Staty.etc.	272.30	63.08
Rent	400.00	100.00
Phone	227.23	56.81
Sundry Exp.-Clarion Ads. in Clarion etc.	228.99	57.25
Business Tax	<u>51.23</u>	<u>12.81</u>
	<u>\$2,400.22</u>	
Share Administration Exp. - 85%	<u>\$2,040.18</u>	
<b>TOTAL EXPENSE</b>	<b>\$24,011.10</b>	